Coffee Shop

Coffee is always a good idea

Business Plan

[YEAR]

John Doe

10200 Bolsa Ave, Westminster, CA, 92683

(650)359-3153

info@example.com

https://example.com

CONFIDENTIAL

Table of Contents

Executive Summary 6

- Objectives 7
- Mission Statement 7
- Guiding Principles 8
- Keys to Success 8
- Financial Summary 9
  - Net Income 9

Business Overview 10

- Ownership 11
  - Owners 11
  - John Doe 11
- Legal Form 12
- Start-Up Summary 12
- Location and Facilities 12

Products and Services 13

- Products/Services Descriptions 14
  - Menu 14
- Product/Service Sourcing 15
- Inventory Management 15
- Warehousing and Fulfillment 15
- Future Products/Services 15

Market Analysis 17

- Industry Analysis 18
  - Competitive Landscape 18
  - Products, Operations, Technology 18
- Market Size 19
- Industry Participants 19
- Market Segments 20

Market Tests 20
Target Market Segment Strategy 21
Market Needs 21
Market Growth 21
Positioning 21

Competitive Analysis 22
Competitive Comparison 23
Main Competitors 23
Roasterie Cafe 23
Take Five Coffee Bar 23
Homer’s Coffee House 24

Marketing And Sales 25
SWOT Analysis 26
Strategy Pyramid 27
Unique Selling Proposition (USP) 27
Competitive Edge 27
Marketing Strategy and Positioning 28
Positioning Statement 28
Pricing Strategy 28
Promotion and Advertising Strategy 28
Website 29
Marketing Programs 29
Sales Strategy 29
Sales Forecast 30
Sales Programs 30
Legal 31
Milestones 31
Exit Strategy 31

Organization and Management 32
Organizational Structure 33
Management Team 33

Management Team Gaps 33
Personnel Plan 34

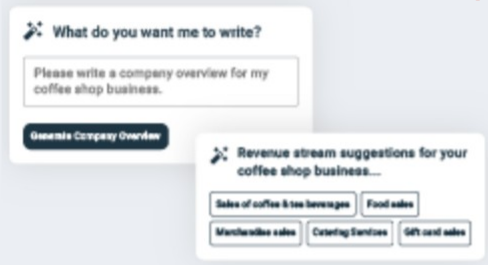
Financial Plan 35

Important Assumptions 36
Start-Up Costs 36
Source and Use of Funds 37
Projected Profit and Loss 37
Balance Sheet Projections 40
Cash Flow Statement 41

Business planning that’s simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It’s as simple as that.

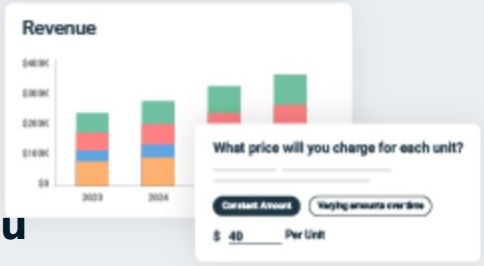
> Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

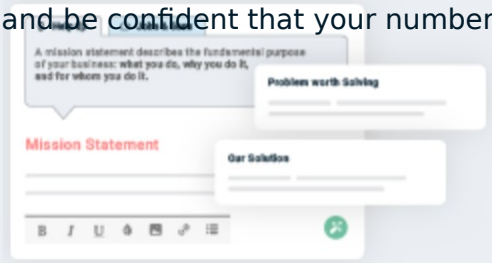
Not sure where to start? Upmetrics’ AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.



Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics’ step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust Upmetrics with Business Planning

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Objectives

Mission Statement

Guiding Principles

Keys to Success

Financial Summary

Cooper’s Cup

The Cooper’s Cup will be a new cafe located in the Phoenix city of Arizona. The 1,500 square foot café will be located in the newly constructed Market Square Plaza located on the northeast corner of 135th Street and Mission Street. The anchor tenant, the Price Chopper grocery store,

Start writing here..

Objectives

Cooper’s Cup

The primary objectives of the business plan for Cooper’s Cup are below:

- To increase revenues $36,000 or 5% in Year 2 and $73,000 or 10% by Year 3

To unlock help try Upmetrics!

Start writing here..

Mission Statement

Cooper’s Cup

The Cooper’s Cup is committed to its products and employees which they believe is the recipe for market success.

To unlock help try Upmetrics!

Start writing here..

Guiding Principles

Cooper’s Cup

The Cooper’s Cup is committed to values such as excellence, passion, quality, integrity, and leadership which allow them to navigate challenges and provide for future opportunities. These core beliefs start with their commitment to their products and their employees. Cooper’s Cup

Start writing here..

Keys to Success

Cooper’s Cup

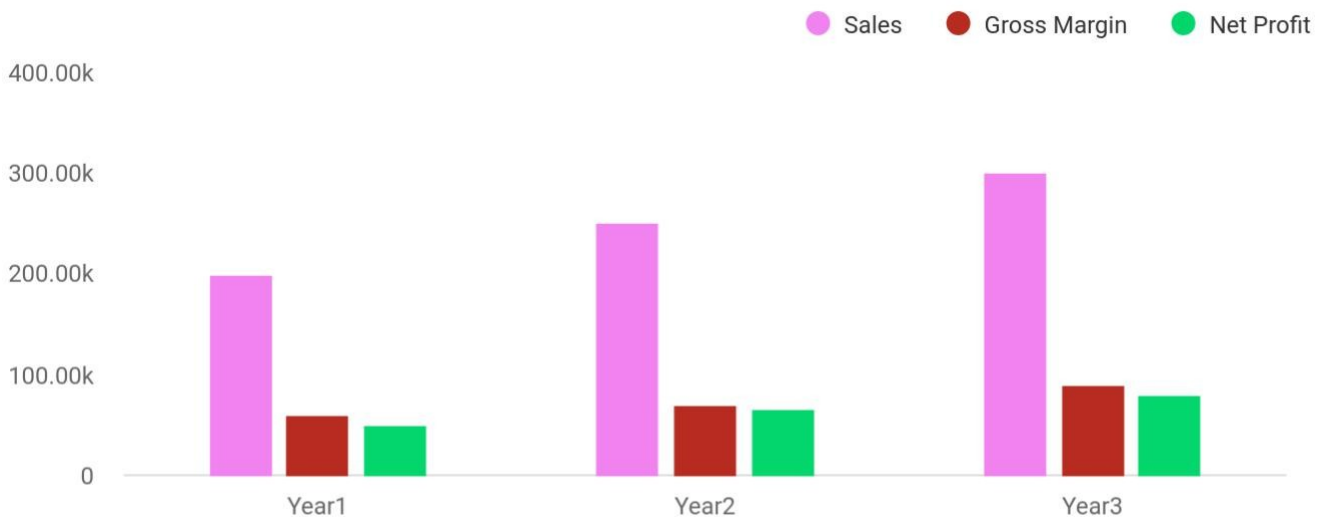
The Cooper’s Cup stands out from the competition. Below are their Keys to Success:

Great Products – providing exemplary products at market prices – will make customers want

Start writing here..

Financial Summary

Net Income



Financial Year	Sales	Gross Margin	Net Profit
Year1	200,000	60,000	50,000
Year2	250,000	70,000	65,000
Year3	300,000	90,000	80,000

Start writing here..

2.

Business Overview

Ownership

Legal Form

Start-Up Summary

Location and Facilities

Cooper’s Cup

To unlock help try Upmetrics!

Start writing here..

Ownership

Owners

100%

John Doe
100 Shares

John Doe
Owner - johnd@example.com

The Cooper’s Cup will be owned 100% by John Doe. Mr. Doe a graduate of Arizona State University has an undergraduate degree in business administration. During high school, he worked as a waiter in a local hospital coffee shop that purchased its beans from a local roaster. In addition to being an avid coffee drinker himself, this job allowed him to learn about the business first-hand. In college, Doe worked in a campus coffeehouse for four years, eventually rising to the position of assistant manager. Following graduation, Doe secured a business development position for a regional restaurant chain, which provided additional first-hand exposure to the food and beverage industry —especially the steps involved in establishing new locations.

Legal Form

Cooper’s Cup

The Cooper’s Cup will be formed as an S-Corporation wholly owned by Mr. Doe.

To unlock help try Upmetrics!

Start writing here..

Start-Up Summary

Cooper’s Cup

The Cooper’s Cup will have seating for 40 patrons. The rent is $2,075 a month, with a three-five-year lease available. The site consists of 1500 square feet of leased space consisting of a dining room, a coffee bar, two restrooms, and a storage room in the back. To be used as a

To unlock help try Upmetrics!

Start writing here..

Location and Facilities

Cooper’s Cup

To unlock help try Upmetrics!

Start writing here..

3.

Products and Services

Products/Services Descriptions

Product/Service Sourcing

Inventory Management

Warehousing and Fulfillment

Future Products/Services

Products/Services Descriptions

The Cooper’s Cup’s primary offering is gourmet roasted coffees with such varieties such as mocha, carmelicious, white mocha, candy bar latte, and brewed coffee. Complementing the coffee will be a smoothie line including wild berry, strawberry, peach, mango, and lemonade. Rounding out the simple menu line will be pastries obtained with an outside supplier, freshly made and delivered daily. The pastry offerings may vary with seasonality but the primary line will muffins, bread, cookies, scones, and rolls.

Menu

Mocha

Carmelicious

White mocha

Candy Bar Latte

Product/Service Sourcing

Cooper’s Cup

The Cooper’s Cup has negotiated supplier agreements with several local food-service wholesalers and coffee wholesalers in the Phoenix area that have a

reputation for quality and reliability:

Upmetrics!

Start writing here..

Inventory Management

Warehousing and Fulfillment

Future Products/Services

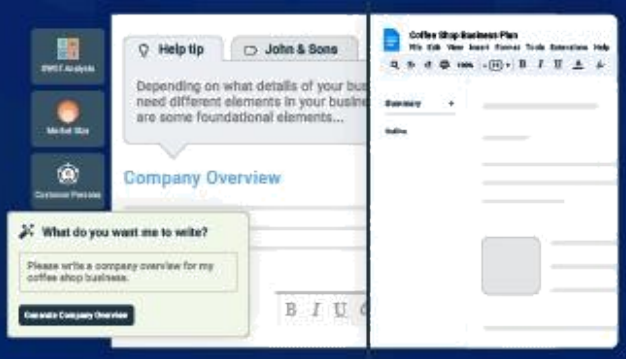
Cooper’s Cup

Young families which comprise the third largest market share in Phoenix, are often overlooked in the coffee market. Coffeehouses traditionally have not been considered ‘kid’ friendly. To overcome this hurdle, the Cooper’s Cup has long term plans (5 years) to open a 2nd coffee

Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today

4.

Market Analysis

Industry Analysis

Market Size

Industry Participants

Market Segments

Market Tests

Target Market Segment Strategy

Cooper’s Cup

Phoenix, Arizona is an award-winning place to live and work and is considered the leading business community in the Midwest. National publications and organizations recognize
Phoenix for its business environment and livability. Here’s a sampling: 6th Place, America’s Best

Start writing here..

Industry Analysis

Cooper’s Cup

The US coffee shop industry includes about 20,000 stores with combined annual revenue of about $10 billion. Major companies include Caribou Coffee, International Coffee & Tea (The
Coffee Bean & Tea Leaf), Peet’s Coffee, and Starbucks. The industry is concentrated: the top 50

Start writing here..

Cooper’s Cup

Consumer taste and personal income drive demand. The profitability of individual companies depends on the ability to secure prime locations, drive store traffic, and deliver high-quality products. Large companies have advantages in purchasing, finance, and marketing. Small

Competitive Landscape

Start writing here..

Cooper’s Cup

Major products include beverages and food. Beverages include brewed coffee and tea; espresso drinks (cappuccinos, cafe lattes); cold blended beverages; bottled water; soft drinks; and juices. Food includes pastries, bakery items, desserts, sandwiches, and candy. Many coffee

Products, Operations, Technology

Start writing here..

Market Size

Cooper’s Cup

The US coffee shop industry includes about 20,000 stores with combined annual revenue of about $10 billion. Major companies include Caribou Coffee, International Coffee & Tea (The
Coffee Bean & Tea Leaf), Pet’s Coffee, and Starbucks. The industry is concentrated: the top 50

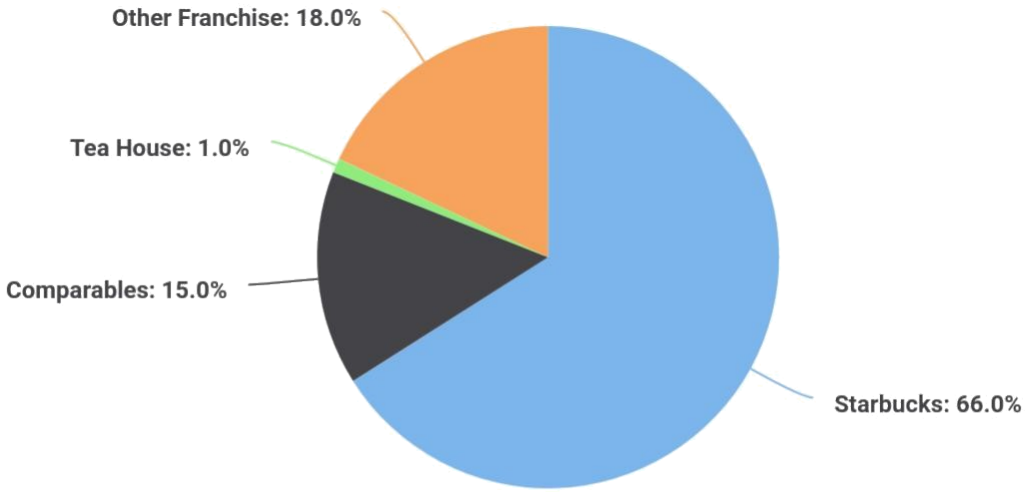
Start writing here..

Industry Participants

Within 5 miles of the subject, are 37 businesses involved in the coffee industry, including chains, restaurants, and tea houses reporting annual revenues in excess of $54 million. Of these 37 businesses, 20 are Starbucks coffee shops capturing $35.7 million in revenues or 66% of the market share. An additional 8 coffee houses are franchises capturing $9.7 million represent 18% of the market share. The comparables – those closely-held coffee shops/cafes that will compete for the subject’s business represent $8.3 million in annual revenues or 15% of the total market.

The Cooper’s Cup is targeting three primary groups residing in their direct marketing area. These individuals prefer unique venues and avoid the big chains and franchises. They prefer their local neighborhood and will support local businesses if the business warrants.

Starbucks Coffee			
Franchise			
Tea House			
Totals			



Market Segments

Cooper’s Cup

The Cooper’s Cup is targeting the three top segments of the population representing 39% of the population in the Phoenix area:

To unlock help try Upmetrics!

Start writing here..

Market Tests

Cooper’s Cup

Research from Yelp, FourSquare, and google places, indicates the Phoenix market is in need of a new local cafe. The locals have been clamoring for the current private shops to improve service and/or reduce prices to keep pace with larger chains and franchises, thus providing a

Start writing here..

Target Market Segment Strategy

Cooper’s Cup

Most adult coffee drinkers said their lifelong habits began during their teenage years. In fact, 54% said they began drinking coffee between 13 and 19. Another 22% reported their coffee cravings started between the ages of 20 and 24. This means that 76% of adult coffee drinkers

To unlock help try Upmetrics!

Start writing here..

Cooper’s Cup

- Unique products (specialized roasts, local ingredients, locally-themed or named drinks, custom drinks by the‘star’ barista, etc.)
- Games, puzzles, mind benders, and other activities that encourage customers to linger

To unlock help try Upmetrics!

Market Needs

Start writing here..

Cooper’s Cup

Despite the economic woes, 37% of total coffee consumed in the United States in 2011 was classified as “Gourmet.” According to the National Coffee Drinking Study, This suggests consumers were set on drinking good coffee and visiting their local coffee shop even in the

To unlock help try Upmetrics!

Market Growth

Start writing here..

Cooper’s Cup

The Russet Mug will position itself as a local coffeehouse or a ‘suburban’ coffeehouse providing a sanctuary for those in the ‘burbs’ without the hassle of having to drive downtown

To unlock help try Upmetrics!

Positioning

Start writing here..

5.

Competitive Analysis

Competitive Comparison

Main Competitors

Competitive Comparison

Cooper’s Cup

The research methodology is based on unique coffee shops/cafes in the greater metro area and omits larger chains or franchises. The findings reveal eight unique competitors.

To unlock help try Upmetrics! □

Start writing here..

Main Competitors

Cooper’s Cup

This competitor has been operating in the greater MSA since 2005 opening its first cafe in Brookside, Arizona, and then at the Leawood location in 2010. The 3,300 square foot cafe
offers an assortment of pastries, bagels, and cookies. Beverages include Harney and Sons

Roasterie Cafe

Start writing here..

Cooper’s Cup

This competitor operates from a 3,300 square foot space. The cafe has WI-FI. In addition to serving coffees and smoothies, the cafe offers more food offerings with a full-service kitchen offering light breakfasts, and sandwiches, and wraps. In the evenings the cafe has musicians

Take Five Coffee Bar

Start writing here..

Cooper’s Cup

This competitor operates from a 6,300 square foot space in a shopping center. The shop was established in 2001 and in 2011 reported $2 million in revenues. The shop employs 21 employees and provides music on the weekends. The subject’s advantage is its smaller, cozier,

Homer’s Coffee House

Start writing here..

6.

Marketing And Sales

SWOT Analysis

Strategy Pyramid

Unique Selling Proposition (USP)

Competitive Edge

Marketing Strategy and Positioning

Sales Strategy

Legal

Milestones

Exit Strategy

SWOT Analysis

Cooper’s Cup

The SWOT analysis examines the cafe’s strengths and weaknesses that need to be addressed.
Further, this section examines the opportunities presented to Cafe as well as potential threats.

Start writing here..

Strength

Based on its smaller size, the fact that it is not a franchise, the Cooper’s Cup is a unique coffee shop concept unlike any other in the Phoenix market.

The owner has firsthand experience, in operating and starting new restaurants,

Handpicked baristas will bring

Weakness

Franchises are the easiest way and often the safest conduit to start a cafe; the cafe will not have the backing of one of these established entities.

The Cooper’s Cup has a minimal budget and is competing against larger and more established coffeehouses for market share.

Opportunity

The Phoenix demographics support the need for a unique coffee shop. Additional opportunities to target the active and recently retired target market and 45 years+ age group.

A small slice of a much bigger pie is the goal. Only40 percent of the nation’s coffee drinkers are consuming premium ground and whole bean coffee. Encouraging coffee drinkers to become coffee connoisseurs is the key to continued growth.

The local coffeehouse/cafe market is $54 million

Threat

The Morning Glory Coffee shop is currently for sale; should another independent purchase this cafe, it could pose a significant threat to market share.

Strategy Pyramid

Cooper’s Cup

- In the short-term, a number of promotions and activities are planned around the launch of the business to create awareness. The coffee shop will have a contest offering 20
bottomless mugs and will publicize this promotion via radio advertising, as well as

Start writing here..

Unique Selling Proposition (USP)

Cooper’s Cup

The Cooper’s Cup truly stands out from a crowded sea of coffee chains and franchises. What sets them apart from the competition is primarily its smaller cozier size combined with premium coffees served by knowledgeable baristas providing so much energy and enthusiasm

Start writing here..

Competitive Edge

Cooper’s Cup

The Cooper’s Cup’s competitive edge, its size, is also its greatest attribute. Because they are small there is no red tape, and they can easily adjust business hours to say accommodate an after-hours book reading session whereas the corporate chains do not provide such

Start writing here..

Marketing Strategy and Positioning

Cooper’s Cup

The Cooper’s Cup utilizes a focus strategy on its market. By specifically targeting three primary segments they can cater specifically to their needs.

To unlock help try Upmetrics!

Start writing here..

Cooper’s Cup

The Cooper’s Cup is a gourmet coffee lover’s gem. It is truly one of a kind coffee house offering outstanding gourmet coffees and blends, served by enthusiastic and knowledgeable baristas, in a warm, relaxed environment. It is the place to go to visit with friends or cozy up in a quiet

Positioning Statement

Start writing here..

Cooper’s Cup

The Cooper’s Cup primarily utilizes competition based pricing. The cafe does not utilize coupons and discounts (other than opening promotion) because they believe that the most valuable customer demographic of daily coffee consumers is not influenced by discount

Pricing Strategy

Start writing here..

Cooper’s Cup

Online Advertising - The Cooper’s Cup will advertise regularly on popular social media sites, such as Facebook. Compared to traditional print advertising, this is a cost-effective tactic that will allow them to reach prospects in a highly targeted way (e.g., based on criteria such as age,

Promotion and Advertising Strategy

Start writing here..

Cooper’s Cup

The Cooper’s Cup will have a simple website identifying its menu items of gourmet coffees, smoothies, and pastries, along with the address, map and hours of operation. The website will also have a calendar of any upcoming events or sponsorships.

Website

Start writing here..

Cooper’s Cup

The cafe will also rely on signage and draw to its location. Price Chopper brings 10,000 shoppers weekly to its location.

To unlock help try Upmetrics!

Marketing Programs

Start writing here..

Sales Strategy

Cooper’s Cup

The Cooper’s Cup will use the following methods to increase sales revenue (as recommended by Andrew Hetzel on Better Coffee, Better Business):

To unlock help try Upmetrics!

Start writing here..

Sales Forecast

The sales forecast assumes a conservative 5% increase in revenues during Year Two and 10% increase in Year Three. The following chart shows estimated sales over the next three years.

Annual Sales Forecast:

Products/Service 1			
Products/Service 2			
Products/Service 3			
Total Income			
Cost of Sales			
Products/Service 1			
Products/Service 2			
Products/Service 3			
Total Cost Of Sales			
Gross Margin			

Cooper’s Cup

The Cooper’s Cup will run employee sales contests – The baristas are the salespeople and have a great deal of influence over the customer ordering process. All baristas will be required to have sales and customer service training to make each transaction. The sales contests will

To unlock help try Upmetrics!

Sales Programs

Start writing here..

Legal

Cooper’s Cup

The Cooper’s Cup is organized as an S-Corporation formed in the state of Arizona.

To unlock help try Upmetrics!

Start writing here..

Milestones

Listed below are the milestones for the Cooper’s Cup:

Milestone	Date
Secure occupancy Phoenix location	[Date]
Tenant improvements and build outs	[Date]
Purchase furniture and décor	[Date]
Assemble and hire barista team	[Date]
Advertise on local radio station/mail fliers	[Date]
Open for Business	[Date]

Exit Strategy

Cooper’s Cup

In the event the store would have to close for business all assets would be sold at auction.

To unlock help try Upmetrics!

Start writing here..

7.

Organization and Management

Organizational Structure

Management Team

Management Team Gaps

Personnel Plan

Organizational Structure

The Cooper’s Cup is formed as an S-Corporation wholly owned by John Doe.

Management Team

Cooper’s Cup

The Cooper’s Cup will be owned 100% by JohnDoe.Mr. Doe a graduate of Arizona State University, has an undergraduate degree in business administration. During high school, he
worked as a waiter in a local hospital coffee shop that purchased its beans from a local roaster.

Start writing here..

Management Team Gaps

Cooper’s Cup

The Cooper’s Cup will rely on its POS (Point of Sale) system to generate daily

accounting and cost activity reports. Mr. Doe will supply these to an outside bookkeeper for the preparation of annual income taxes.

Upmetrics!

Start writing here..

Personnel Plan

Initially, the cafe will hire 1 manager, 5 baristas, and 2 part-time servers. In Year 2, the cafe plans to hire 1 additional full-time barista.

Manager			
Full-time barista			
Full-time barista			
Full-time barista			
Full-time barista			
Part-time employee			
Part-time employee			
Total Personnel costs			

8.

Financial Plan

Important Assumptions

Start-Up Costs

Source and Use of Funds

Projected Profit and Loss

Balance Sheet Projections

Cash Flow Statement

Important Assumptions

Cooper's Cup

- The sales forecast is conservative and assumes a 5% increase in Year 2 and a 10% in Year 3.
- The analysis accounts for economic seasonality – wherein some months revenues peak

To unlock help try Upmetrics!

Start writing here..

Start-Up Costs

[Amount]Following are the needed start-up costs associated with the Russet Cup:

Startup Expenses	Amount
Operating Capital	[Amount]
Salaries & Wages	[Amount]
Insurance Premiums	[Amount]
Beginning Inventory	[Amount]
Legal and Accounting Fees	[Amount]
Rent Deposits	[Amount]
Utility Deposits	[Amount]
Supplies	[Amount]
Advertising and Promotions	[Amount]
Licenses	[Amount]
Other Initial Costs	[Amount]
Working Capital (Cash on hands)	[Amount]
Total Startup Expenses	[Total Amount]

Startup Assets	Amount
Real Estate	[Amount]
Buildings	[Amount]
Leasehold improvements	[Amount]

Startup Assets	Amount
Equipment	[Amount]
Furniture and Fixtures	[Amount]
Vehicles	[Amount]
Other Fixed Assets	[Amount]
Total Startup Assets	[Total Amount]

Source and Use of Funds

Source Of Funds	Amount
Owner's Contribution	[Amount]
Commercial Loan	[Amount]
Commercial Mortgage	[Amount]
Line Of Credit	[Amount]
Total Source Of Funds	[Total Amount]

Use Of Funds	
Fixed Assets	[Amount]
Operating Capital	[Amount]
Total Use Of Funds	[Total Amount]

Projected Profit and Loss

	2024	2025	2026
Revenue	**$406,634.63**	**$503,035.18**	**$627,242.81**
Coffee Sales	$241,417.74	$306,176.10	$388,305.06
Unit Sales	80,473	102,059	129,435
Unit Price	$3	$3	$3
Baked Goods	$142,678.20	$160,773.95	$181,164.23

	2024	2025	2026
Unit Sales	57,071	64,310	72,466
Unit Price	$2.50	$2.50	$2.50
Beverage Add-ons	$22,538.69	$36,085.13	$57,773.52
Unit Sales	45,077	72,170	115,547
Unit Price	$0.50	$0.50	$0.50
Cost Of Sales	**$13,200**	**$13,380**	**$13,563.48**
General Costs	$13,200	$13,380	$13,563.48
Coffee and Related Ingredients	$9,600	$9,720	$9,842.40
Coffee Beans	$6,000	$6,120	$6,242.40
Milk	$3,600	$3,600	$3,600
Bakery Items	$3,600	$3,660	$3,721.08
Flour and Baking Ingredients	$2,400	$2,448	$2,496.96
Packaging for Baked Goods	$1,200	$1,212	$1,224.12
Revenue Specific Costs	$0	$0	$0
Personnel Costs (Direct Labor)	$0	$0	$0
Gross Margin			
Gross Margin (%)	**$393,434.63**	**$489,655.18**	**$613,679.33**
	96.75%	**97.34%**	**97.84%**
Operating Expense			
Payroll Expense (Indirect Labor)	**$384,638.10**	**$401,787.30**	**$421,014.40**
Baristas	$335,640	$347,005.20	$358,779.84
	$126,000	$131,472	$137,184.48

	2024	2025	2026
Lead Barista	$43,200	$45,360	$47,628
Junior Baristas	$82,800	$86,112	$89,556.48
Kitchen Staff	$120,360	$123,970.80	$127,690.08
Head Chef	$49,560	$51,046.80	$52,578.24
Assistant Chefs	$70,800	$72,924	$75,111.84
Support Staff	$89,280	$91,562.40	$93,905.28
Cashiers	$49,680	$51,170.40	$52,705.44
Cleaning Staff	$39,600	$40,392	$41,199.84
General Expense	$48,998.10	$54,782.10	$62,234.56
Utilities	$3,600	$3,600	$3,600
Electricity	$2,400	$2,400	$2,400
Water and Sewage	$1,200	$1,200	$1,200
Rent and Maintenance	$21,000	$21,000	$21,000
Rent	$18,000	$18,000	$18,000
Maintenance	$3,000	$3,000	$3,000
Marketing and Advertising	$24,398.10	$30,182.10	$37,634.56
Online Advertising	$12,199.05	$15,091.05	$18,817.28
Print Advertising	$12,199.05	$15,091.05	$18,817.28
Bad Debt	$0	$0	$0
Amortization of Current Assets	$0	$0	$0
EBITDA	**$8,796.58**	**$87,867.94**	**$192,664.97**
Additional Expense	**$10,123.09**	**$8,221.01**	**$6,201.62**
Long Term Depreciation	$4,962	$4,962	$4,962

	2024	2025	2026
Gain or loss from Sale of Assets	$0	$0	$0
EBIT	$3,834.58	$82,905.94	$187,702.97
Interest Expense	$5,161.09	$3,259.02	$1,239.63
EBT	($1,326.51)	$79,646.93	$186,463.35
Income Tax Expense / Benefit	$0	$0	$0
Total Expense	**$407,961.19**	**$423,388.31**	**$440,779.50**
Net Income	**($1,326.51)**	**$79,646.93**	**$186,463.35**
Net Income (%)	**(0.33%)**	**15.83%**	**29.73%**
Retained Earning Opening	$0	($19,326.51)	$52,320.42
Owner's Distribution	$18,000	$8,000	$8,000
Retained Earning Closing	**($19,326.51)**	**$52,320.42**	**$230,783.77**

Balance Sheet Projections

	2024	2025	2026
Assets	**$99,834.58**	**$138,740.52**	**$280,783.75**
Current Assets	**$69,796.58**	**$113,664.52**	**$260,669.75**
Cash	$69,796.58	$113,664.52	$260,669.75
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0
Other Current Assets	$0	$0	$0
Long Term Assets	**$30,038**	**$25,076**	**$20,114**
Gross Long Term Assets	$35,000	$35,000	$35,000

	2024	2025	2026
Accumulated Depreciation	($4,962)	($9,924)	($14,886)
Liabilities & Equity	**$99,834.58**	**$138,740.53**	**$280,783.77**
Liabilities	**$69,161.09**	**$36,420.11**	**$0**
Current Liabilities	**$32,740.98**	**$36,420.11**	**$0**
Accounts Payable	$0	$0	$0
Income Tax Payable	$0	$0	$0
Sales Tax Payable	$0	$0	$0
Short Term Debt	$32,740.98	$36,420.11	$0
Long Term Liabilities	**$36,420.11**	**$0**	**$0**
Long Term Debt	$36,420.11	$0	$0
Equity	**$30,673.49**	**$102,320.42**	**$280,783.77**
Paid-in Capital	$0	$0	$0
Common Stock	$0	$0	$0
Preferred Stock	$0	$0	$0
Owner's Contribution	$50,000	$50,000	$50,000
Retained Earnings	($19,326.51)	$52,320.42	$230,783.77
Check	**$0**	**$0**	**$0**

Cash Flow Statement

	2024	2025	2026
Cash Received	**$406,634.68**	**$503,035.24**	**$627,242.85**
Cash Paid	**$402,999.19**	**$418,426.31**	**$435,817.50**
COS & General Expenses	$62,198.10	$68,162.10	$75,798.04

	2024	2025	2026
Salary & Wages	$335,640	$347,005.20	$358,779.84
Interest	$5,161.09	$3,259.02	$1,239.63
Sales Tax	$0	$0	$0
Income Tax	$0	$0	$0
Net Cash From Operations	**$3,635.49**	**$84,608.93**	**$191,425.35**
Assets Sell	$0	$0	$0
Assets Purchase	$35,000	$0	$0
Net Cash From Investments	**($35,000)**	**$0**	**$0**
Amount Received	**$150,000**	**$0**	**$0**
Loan Received	$100,000	$0	$0
Common Stock	$0	$0	$0
Preferred Stock	$0	$0	$0
Owner's Contribution	$50,000	$0	$0
Amount Paid	**$48,838.91**	**$40,740.99**	**$44,420.12**
Loan Capital	$30,838.91	$32,740.98	$36,420.11
Dividends & Distributions	$18,000	$8,000	$8,000
Net Cash From Financing	**$101,161.09**	**($40,740.99)**	**($44,420.12)**

Summary			
Starting Cash	$0	$69,796.58	$113,664.52
Cash In	$556,634.68	$503,035.24	$627,242.85
Cash Out	$486,838.10	$459,167.30	$480,237.62

	2024	2025	2026
Change in Cash	$69,796.58	$43,867.94	$147,005.23
Ending Cash	**$69,796.58**	**$113,664.52**	**$260,669.75**

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.

Mariia Yevlash

★★★★★

Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today! 15-day money-back guarantee